

EATON'S DAILY STORE NEWS

At \$5: Two Noteworthy Values in Boys' Suits

It has been our strong endeavor, through heavy buying of materials, and close pricing of the finished garment, to effect in these suits the utmost value that the price can command.

Three-piece Suits of an imported tweed in narrow striped grey mixture; smartly cut in the double-breasted style with stitched cuffs, knee pants, Italian cloth linings; sizes 29 to 33. At **5.00**

Fashionable Bloomer Suits, double-breasted, in pleasing shades of brown and grey, with narrow stripes. Full fitting bloomers, strap and buckle fasteners. Good quality trimmings; sizes 29 to 33. At **5.00**

Two-Piece Suits in Light Tweeds \$3 Double and single-breasted, with belt. Serviceable light tweed materials in medium shade of grey, knee pants, Italian body linings; sizes 24 to 28.

Very Smartly Tailored Three-Piece Suits Cut from a fine quality imported worsted in very pretty shade of light brown. Double-breasted three-piece suits with fancy cuffs, knee pants, Italian body lining; sizes 29 to 34. Price **7.50** MAIN FLOOR—QUEEN ST.

Tam o'Shanter's the Style for Spring

A large assortment of children's Tams in plain and fancy designs, all the latest styles in cloth, leather and felt. Many have the slip-in-wire frame, which always gives the Tam a new appearance. The prices range 25c to **1.50**

The Waterproof and Motor Coats For Men's Spring Wear

This is the Week for April Showers

The waterproofs we show this Spring have certainly been designed with an eye to usefulness. Generally the paramatta cloth is used; it is very serviceable in both texture and color, and is quite light in weight. The coats button to the neck, protecting the tie and collar, and are cut full and long.

HERE IS AN IDEA OF THE PRICE RANGE:

AT 5.90—Rubberized waterproof coat of olive paramatta cloth; 50 inches long with Russian collar buttoning close to throat; slash pockets; checked linings, all seams sewn; sizes 36 to 46.

AT 10.00—A fine quality English paramatta in olive or fawn, 50 and 52 inches long with military stand collar; talma or slash pockets; wind cuff in sleeves; all seams sewn; sizes 36 to 46.

AT 13.50—The "Raglan" is an imported English, double texture paramatta cloth, fawn and reseda. Buttoned-through front; military stand collar; wind cuff in sleeves. The seams are all strapped in the outside, giving a decidedly smart effect to the garment.

AT 7.90—Pleasing quality of cashmere paramatta cloth in reseda green and fawn, military collars, slash pockets, sewn seams, rubber-faced bottoms; sizes 36 to 46.

The "Raglan" is the style leader in the season's waterproof; it is fashioned with continuous sleeves to neck, doing away with the shoulder seams. The paramatta cloth is of a noticeably fine texture, and in two shades, reseda and fawn. Military stand collar; wind cuff in sleeve; sizes 36 to 46. Price **11.50**.

AT 11.50—"The Mobile" has a triple front, making it a splendid protection in a rain storm. Long, full-skirted coat with slash pockets and military collar. The shades are the new reseda and olive paramatta cloth; sizes 36 to 46.

600 Men's Knitted Neckties at 9c

In spite of all the care that is exercised by the operators, slight imperfections are frequently found when the finished tie is examined. Usually no more than a dropped stitch; sometimes an oil spot. If the fault will not show in the wear, the goods are held for us to sell as "seconds" at a small fraction of their real value.

Here is such a lot. The ties are of the regular medium width four-in-hand shape, and in all shades. Some silk neckwear will be included. See the window display. Can't promise to fill phone or mail orders. Take your early choice, for each **.9c**

Men's Working Shirts, Wednesday, 25c

Black sateen and black and white drill; collar attached, double sewn seams, full size bodies; sizes 15 to 18. Not more than two shirts to each customer. While the lot lasts, each **.25**

MAIN FLOOR—QUEEN ST.

The Canoe is a Congenial Craft

The Peterboro—Light, Strong and Graceful Painted, **\$28.00**; Varnished, **\$33.00**—copper fastened throughout.

With a pair inside and a smooth glide, nothing is more delightful for an afternoon or evening recreation on bay, lake, or river. It's an added satisfaction when you own and know the craft.

Our 1910 English Peterboro is a model of perfectness, built of specially selected basswood, well finished throughout; staunch; steady; easy to handle, and built for utmost speed.

16 feet long, 31-inch beam, complete with two single-blade spruce paddles. Canoe Paddles, single, **\$1.25**; double, **\$3.00**. Lazy Backboards, **50c**. **FIFTH FLOOR.**

The Hosiery of Spring

How hard it is not to rush the season. On the warm days you feel inclined to put on thin hosiery when your better sense tells you to stick to cashmere.

Either way, we have what will give you lasting satisfaction at a still more satisfying price. The quality is the best for the money, good even beyond the price.

Women's Plain, Black Cashmere Hose, made from good English yarn, with double sole, heel and toe, and seamless finish, come in sizes 6½ to 10. Wednesday, per pair **.25**

Children's Ribbed Black Cashmere Hose, made from all-wool cashmere yarn, with 6-ply knees, double sole, heel and toe, and seamless finish. Wednesday, per pair **.25**

Women's Plain or Fancy Lisle Thread Hosiery, in all the new designs and colors for the 1910 season, colored with the best dyes and well finished, all sizes. At 35c per pair, or 3 pairs **1.00**

Handle Variation in Umbrellas

It may seem like putting the wrong foot forward to mention the handles first. But the handle of your umbrella is quite as important as the weatherproof qualities. EATON umbrellas all are good clothes protectors in a rain storm, but, putting that aside, do you realize that a handle you cannot easily recognize is a constant source of embarrassment that usually ends in loss? These umbrellas have a big assortment of handles—not to consider the splendid value they give, for the Wednesday price **.87**

Gloves That Will Wear, 65c

That's what you want in a glove, wearing quality. Then you choose a glove that is gracefully as well as properly cut, the seam must be well sewn (these are firmly oversewn) and the pointing must be silk of good quality.

For an inexpensive glove this 65c quality for women has these points in a good degree and besides gives a color range of tan, mode, brown and green. Two dome fasteners complete a very serviceable glove. Wednesday, per pair **.65** MAIN FLOOR—YONGE ST.

Odd Pillows, 69c

Only 100 of them, complete pillows with stenciled burlap tops or art dimity in floral designs, thoroughly useable and just the size to toss into a hammock or to be used as a head rest. These pillows include a form covered in our workrooms and are easily worth nearly twice as much. Wednesday, each **.69**

MAIN FLOOR—JAMES STREET.

Millinery Ribbons, 19c

Wide Ribbon is in great favor with the present millinery style autocrats. 5½-inch shot, taffeta with innumerable color combinations and 6 inch plain taffeta, both firm qualities of pure silk ready for your choice in a host of good light and dark shades. The usual cost is nearly twice the Wednesday price, per yard **.19** MAIN FLOOR—YONGE ST.

Women's Vests and Slips

Naturally after such a torrent of buying as we experienced before Easter there'd be havoc played with many assortments—we've got things in order again, and Wednesday we clean up stock properly by getting rid of the lines too broken to remain here.

Women's Princess Slips, fine cotton, neck finished with lace beading and ribbon, skirt with frill of fine lawn with two clusters of fine tucks, and edge of fine lace; sizes 40 and 42. Price **.75**

Women's Vests, fine quality merino (wool and cotton mixture), light spring weight, long and short sleeves, color cream; sizes 32 to 38. Price **.25**

Women's Gowns \$1.00

Women's Gowns, fine cotton, slip-over style, finished with fine lace or embroidery insertions, fine embroidery medallions, also edge of fine lace on neck and sleeves, several styles; lengths 56, 58 and 60 inches. Price **1.00** SECOND FLOOR—CENTRE.

Ostrich Plumes For Millinery For Dress Occasions



The woman who chooses ostrich plumes for her millinery trimming has a hat particularly adapted for dressy wear—especially one of those elegant, large picture hats; the graceful ostrich plume has a softness, richness and beauty no other millinery trimming possesses. We're showing a beautiful feather in Prince of Wales style, specially suitable for the arrangement of plumes this season; with very full fibre, in rich glossy black; 21 inches long, each **10.00**

AT **\$4.25** PRINCE OF WALES plume, long fibre, well curled, black only, 19 inches long. Price **4.25** SECOND FLOOR—YONGE ST.

Women's Spring Suits

Those who have yet their Spring costume to buy will select from assortments that give no hint of the great business done this Easter—a business that has grown purely upon the merit of the values and good styles offered—what's particularly pleasing is the great number of different styles from which one may select, in suits, coats and dresses, and the earlier Easter this season has had a tendency to divide the favors between the separate coat and the Spring suit. As a convincing evidence of our preparedness for after-Easter buyers, we ask you to see these lines Wednesday. 9.75, 10.00, 10.95 up to 22.50.

High-Class Spring Walking Suits, at **\$25.00**

Both imported models and our own make, in French and English suiting, beautiful wide waives, and diagonal weaves, fine striped worsteds and shepherd's check; the correct shades for spring. **25.00** SECOND FLOOR—JAMES STREET.

Young Women's Suits \$10.75

It's not so long ago that a "young woman's suit section" was an unknown quantity, true a few styles were displayed, but more as a completion to other stocks—the young woman was content to take what she got—but what a change has since taken place! The great wave of popularity for the ready-made garment swept over the land, the cry was taken up amongst the young women—manufacturers turned their attention to young women's styles and needs—and EATON designers weren't behind in the march, until now there's an array of styles and fashions for the young woman that leaves nothing to be desired.

Here are racks and racks of garments that portray every good style feature—the neat pleated skirt—the trim plain-tailored style—all the fashion newness that the great designers have devised to gratify the demands of more mature folks is applied to designs for young women. The youthful grace and simplicity that marks these garments both in EATON made and imported, strongly denotes the thought, care and attention that has been devoted to the designing, and the remarkable scope afforded by our lavish assortments gives the young woman ample opportunity to gratify her every whim as regards color, weave, style or price.

After an Easter business that has broken every record we ever made, there's no better test of the attention we've given to this Section than to see such a wealth of desirable styles—no sign of the inroads into quantities, sizes, etc., that were made by that great Easter rush—we had expected such, and had prepared accordingly—expected it because never have we given such good choice or such good values. Here's an instance:

Young Women's Suits \$10.75

New spring styles, three-buttoned single-breasted semi-fitting coat, notch collar with long lapel, turn cuffs, skirt pleated in a very smart style, material of worsted cloth, colors include ashes of violet, navy, ashes of roses, amethyst, grey, aeroplane, cadet or black; bust 32, 34 and 36; skirt lengths 35 to 38. Very special value, **10.75** exactly as illustrated, each

2ND FLOOR—JAMES ST. NORTH.



Special: Men's Box Calf Boots, \$1.25

For serviceable and comfortable every day wear, box calf is the best leather a man could buy, it's almost as pliable and soft as kid, yet turns dampness, doesn't scuff easily and gives most pleasing service. Remarkable about these is the price—any man who has ever bought \$1.25 boots will quickly realize that here's an offer that deserves special early-shopping attention.

600 PAIRS, splendid style and good wearing box calf skin, blucher cut tops, heavy solid soles and heels, a neat comfortable shape, a splendid boot for working, sizes 6 to 11. Wednesday 1.25

Women's Shoes For Spring, \$1.50

Women's Fine Patent Leather Low Shoes, with kid backs, blucher style, neat, plain coin shaped toe, turn soles, nice Cuban heels, very dressy; sizes 2½ to 7. **1.50**

A Low Price For Kid Boots, \$1.50

190 pairs only, Women's Fine Dongola Kid Boots, blucher tops, extension soles, made for stylish street wear, well made and finished, patent toes, extension soles; sizes 2½ to 7. **1.50** SECOND FLOOR—QUEEN ST.

Children's Colored Wash Dresses Reduced to 79c

There's no more becoming dress for a girl than the neat, pretty Wash Dress, either for school or house wear, summer or winter, and any mother knows what an economy and a satisfaction such a dress is.

In the clean, newly-laundered Wash Dress, there's a crisp freshness that makes it the favorite of both girls and mothers. Not often we reduce prices as low as this on such dresses. Some are almost half-price; but they've been selling so well that several lines are sold out. However, by combining different lots, we've sizes from 6 to 14 years.

Some have high and low yoke effect; some jumpers; some plain colors with piping, buttons, etc. Pleated skirts. Colors navy, sky, pink, blue, tan and red. Reduced **.79** to, each **SECOND FLOOR—CENTRE.**

THE T. EATON CO. LIMITED